GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:996
ANSWERED ON:24.11.2000
ILL EFFECTS OF TV SERIALS ON CHILDREN
VIJAY KUMAR MALHOTRA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware that recently school going children have developed an aggressive attitude on viewing T.V. programmes relating to W.W.F. where in Boxing and Wrestling are shown to children;

(b) if so, whether the Government have conducted any study on the adverse impact of these T.V. Programmes on children; and

(c) if so, the details thereof and if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (c): Government has not conducted any such study but UNESCO hadconducted a global study on media violence in 1996 and 1997. This was followed by a monitoring study of TV programmes in India, by Centre for Advocacy and Researchunder the aegis of UNESCO in 1998. UNESCO has published a report titled `The Killing Screen` summarizing conclusions of both these studies. The report has suggested that there is a strong co-relation between the accessibility of modern media and the predominant values and orientations. It mentions that children`s aggressive behaviour patterns and perceptions are a mirror of what they experience in their real environment. The report has noted with concern the worldwide adverse impact of violence in TV programmes on children`s psyche and personality. The report has suggested:

? Public debate and common ground talks between politicians, producers and teachers;
? Development of a professional code of conduct and self-discipline for producers;
? Innovative form of media education to create competent and critical media users.

Regulatory framework for broadcasting in India has so far been weak because there isno broadcasting law for setting up such a regulatory system. The TV programmes are notsubject to jurisdiction of Film Censor Board also. However, the situation is not totally unregulated. Advertising on Doordarshan is regulated by its code for Commercial Advertising. The private satellite channels uplinked from India are required to follow the same code, under conditions of Government permission. Under the amended CableTelevision Network (Regulation) Act, 1995 and Rules framed thereunder, all satellite channels uplinked from outside India are subject to advertisement code specified under this Act. The amended Cable Television Networks Rules, 1994, prohibits advertisements,which endanger safety of children or create interest in unhealthy practices.